



NEWS RELEASE

City of South Fulton Government

Department of Communications and External Affairs

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South Fulton Adds STING to Sign Ordinance

(City of South Fulton, GA – January 13, 2021) – The City of South Fulton is putting a sting into its efforts to minimize commercial signs illegally placed at intersections and along roadways.

A new undercover program called Sign Trouble is Now Gone (STING) directly targets businesses using the signs, which are prohibited by city law. It's a new approach code enforcement officials have implemented after repeatedly asking businesses to stop placing signs.

“We have been giving warnings to the companies for quite some time, several years in some cases,” said Brian Morris, the city’s code enforcement administrator. “Our warnings have fallen on deaf ears in most cases. That has forced us to become more aggressive in our enforcement.”

While the city’s sign ordinance recognizes signs as an important way of advertising businesses or events, it also states that, “left unregulated, signs pose a threat to the public health and safety as a traffic hazard, a detriment to property values, and as an aesthetic nuisance affecting the overall economic growth of the City of South Fulton.”

The measure prohibits signs in public rights-of-way, except for official city signs or those belonging to a government, public service agency or railroad.

Through STING, code enforcement officers contact businesses through numbers on the signs. Posing as potential customers, they then arrange meetings where the businesses are cited for the illegal signs. Violators face jail time and fines up to \$1,000 per sign per day.

“We have seen a noticeable decrease in illegal signage with a combination of aggressive pulling of signs, which makes it cost prohibitive for companies to continue this practice, and by targeting habitual violators,” Morris said. “In most cases, we no longer see signs from people who we have cited.”

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About the City of South Fulton

Home to nearly 108,000 residents, the City of South Fulton is Georgia's fifth-largest city. It covers more than 85 square miles and features both urban and rural landscapes with the most undeveloped land on metro Atlanta's southern side. Incorporated on May 1, 2017, South Fulton is among Georgia's youngest and fastest-growing cities – on the rise and recognized as the place you want to be. Learn more, download our smartphone app and connect with us on social media at cityofsouthfultonga.gov.